## What is claimed is:

1. A method of creating a model of a process, comprising: identifying activities that comprise the process; identifying measurable drivers for each of the activities; costing the drivers;

representing a relationship between various drivers to reflect interdependence between activities; and

building a function that represents the process by using the relationships.

- 2. The method of claim 1 wherein the step of building a function includes the steps of representing each activity as a function of its drivers, and using certain of said activity representations in said function representative of the process.
- 3. The method of claim 1 additionally comprising the steps of optimizing the function, and using the results from said optimization step to revise the function.
- 4. The method of claim 1 wherein said step of identifying measurable drivers includes the step of identifying economic and non-economic drivers.
- 5. The method of claim 1 wherein said step of costing the drivers includes identifying at least one of fixed and variable components.
- 6. The method of claim 5 additionally comprising the step of identifying drivers for said fixed and variable components and costing said drivers for said fixed and variable components.
  - 7. A method of creating a model of a process, comprising: identifying activities that comprise the process; identifying measurable drivers for each of the activities; costing the drivers; representing each activity as a function of its drivers; identifying drivers used in more than one activity; representing the relationship between said identified drivers to reflect

interdependence between activities; and

building a function that represents the process by using the relationships.

- 8. The method of claim 7 wherein the step of building a function includes the step of using certain of said activity representations in said function representative of the process.
- 9. The method of claim 7 additionally comprising the steps of optimizing the function, and using the results from said optimization step to revise the function.
- 10. The method of claim 7 wherein said step of identifying measurable drivers includes the step of identifying economic and non-economic drivers.
- 11. The method of claim 7 wherein said step of costing the drivers includes identifying at least one of fixed and variable components.
- 12. The method of claim 11 additionally comprising the step of identifying drivers for said fixed and variable components and costing said drivers for said fixed and variable components.
  - 13. A method, comprising: identifying activities that comprise a process; identifying measurable drivers for each of the activities; costing the drivers into at least one of fixed and variable components; identifying drivers used in more than one activity; representing the relationship between said identified drivers to reflect

building a function that represents the process by using the relationships.

interdependence between activities; and

- 14. The method of claim 13 wherein the step of building a function includes the steps of representing each activity as a function of its drivers, and using certain of said activity representations in said function representative of the process.
- 15. The method of claim 13 additionally comprising the steps of optimizing the function, and using the results from said optimization step to revise the function.
- 16. The method of claim 13 wherein said step of identifying measurable drivers includes the step of identifying economic and non-economic drivers.
- 17. The method of claim 13 additionally comprising the step of identifying drivers for said fixed and variable components and costing said drivers for said fixed and variable components.

18. A computer readable medium encoded with a computer program embodying a model of a process of the type comprised of a plurality of activities, comprising:

a series of instructions expressing the process as a function of variables that are drivers for more than one activity.

- 19. The medium of claim 18 wherein the drivers include economic and non-economic drivers.
- 20. The medium of claim 18 wherein the variables include fixed and variable components of said drivers.
  - 21. A system, comprising:

a computer;

input and output devices in communication with said computer, and

a memory encoded with a computer program embodying a model of a process of the type comprised of a plurality of activities, said computer program comprising a series of instructions expressing the process as a function of variables that are drivers for more than one activity.

- 22. The system of claim 21 wherein the drivers include economic and non-economic drivers.
- 23. The system of claim 21 wherein the variables include fixed and variable components of said drivers.
- 24. A computer readable medium encoded with a computer program embodying a model of a process of the type comprised of a plurality of activities, comprising:

a series of instructions expressing the process in terms of variables that are drivers for more than one activity and variables for drivers for a single activity.

- 25. The medium of claim 24 wherein the drivers include economic and non-economic drivers.
- 26. The medium of claim 24 wherein the variables include fixed and variable components of said drivers.
  - 27. A system, comprising:

a computer;

input and output devices in communication with said computer, and

a memory encoded with a computer program embodying a model of a process of the type comprised of a plurality of activities, said computer program comprising a series of instructions expressing the process in terms of variables that are drivers for more than one activity and variables for drivers for a single activity.

- 28. The system of claim 27 wherein the drivers include economic and non-economic drivers.
- 29. The system of claim 27 wherein the variables include fixed and variable components of said drivers.
  - 30. A method of optimizing a process, comprising: selecting at least one objective; and

minimizing, for said selected objective, a function that represents the process in terms of variables that are drivers for more than one activity within the process.

- 31. The method of claim 30 additionally comprising the step of reconstructing the physical model based on the results of said minimizing step.
- 32. The method of claim 30 additionally comprising the step of selecting a set of constraints to be used in said minimizing step.
  - 33. A method of optimizing a process, comprising: selecting at least one objective; and

minimizing, for said selected objective, a function that represents the process in terms of variables that are drivers for more than one activity within the process and variables that are drivers for a single activity within the process.

- 34. The method of claim 33 additionally comprising the step of reconstructing the physical model based on the results of said minimizing step.
- 35. The method of claim 33 additionally comprising the step of selecting a set of constraints to be used in said minimizing step.
- 36. A computer readable medium encoded with instructions which, when executed by a computer, perform a method comprising:

selecting at least one objective; and

minimizing, for said selected objective, a function that represents a process in terms of variables that are drivers for more than one activity within the process.

- 37. The computer readable medium of claim 36 wherein said method additionally comprises the step of reconstructing the physical model based on the results of said minimizing step.
- 38. The computer readable medium of claim 36 wherein said method additionally comprises the step of selecting a set of constraints to be used in said minimizing step.
- 39. A computer readable medium encoded with instructions which, when executed by a computer, perform a method comprising:

selecting at least one objective; and

minimizing, for said selected objective, a function that represents a process in terms of variables that are drivers for more than one activity within the process and variables that are drivers for a single activity within the process.

- 40. The computer readable medium of claim 39 wherein said method additionally comprises the step of reconstructing the physical model based on the results of said minimizing step.
- 41. The computer readable medium of claim 39 wherein said method additionally comprises the step of selecting a set of constraints to be used in said minimizing step.